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Substitute for form 1449A/PTO <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> (use as many sheets as necessary)			<b>Complete if Known</b>		
			Application Number	09/714,857	
Sheet	1	of	13	Filing Date	November 16, 2000
				First Named Inventor	Jansen, et al.
				Group Art Unit	3622
				Examiner Name	James W. Myhre
				Attorney Docket Number	24349.010

U.S. PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
Jm	A11	6,193,152			05/09/1997	Abstract only
Jm	A12	6,128,599			10/09/1997	Abstract only
Jm	A13	6,119,933			07/16/1998	"
Jm	A14	6,049,778			10/31/1997	"
Jm	A15	6,018,718			08/28/1997	"
Jm	A16	6,012,039			02/05/1999	"
Jm	A17	5,991,376			05/20/1997	"
Jm	D13	6,009,412			06/25/1998	"
Jm	E1	09/218,019			12/22/1998	"
Jm	E2	09/677,401			09/29/2000	"
Jm	E3	09/272,153			03/19/1999	"
Jm	E4	09/234,889			01/21/1999	"
Jm	E5	09/165,457			10/02/1998	"
Jm	E6	6,741,993			08/29/2000	"
Jm	E7	6,669,559			06/28/2000	"
Jm	E8	6,597,903			11/14/2000	"
Jm	E9	6,594,640			06/23/2000	"
Jm	E10	6,594,639			04/19/1999	"
Jm	E11	6,585,622			12/03/1999	"
Jm	E12	6,578,735			02/02/2000	"

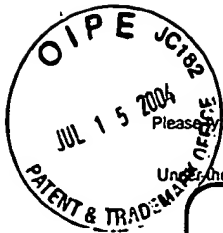
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		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
Jm	A1	EP	00303839			05/06/1999	Abstract only	
Jm	A2	EP	00200964			03/19/1999	"	
Jm	A3	EP	99310201			12/21/1998	"	
Jm	A4	EP	99310201		Duplicate	12/21/1998		
Jm	A5	EP	99119933			12/18/1998	"	
Jm	A6	EP	99307582			10/02/1998	"	
Jm	A7	EP	99101600			01/30/1998	"	
Jm	A18	WO	00/111472			08/09/1999	"	
Jm	A19	WO	00/108113			07/22/1999	"	
Jm	A20	WO	00/106438			07/20/1999	"	

Examiner Signature	James W. Myhre	Date Considered	8/18/04
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JW	E13	6,571,216			01/14/2000	ABSTRACT ONLY
JW	E14	6,564,189			12/22/1998	"
JW	E15	6,549,912			09/23/1998	"
JW	E16	6,542,568			12/09/1999	"
JW	E17	6,529,878			03/19/1999	"
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JW	E19	6,486,768			09/16/1998	"
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JW	E21	6,424,951			09/27/1999	"
JW	E22	6,416,406			02/01/2000	"
JW	E23	6,405,175			07/27/1999	"
JW	E24	6,398,216			03/01/2000	"
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JW	E30	6,289,318			03/24/1999	"
JW	E31	6,273,816			03/22/1999	"
JW	E32	6,273,334			06/15/1999	"

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JW	A21	WO	00/1044823			07/13/1999	ABSTRACT	
JW	A22	WO	00/101307			06/25/1999	"	
JW	A23	WO	00/079461			06/23/1999	"	
JW	A24	WO	00/067187			05/02/1999	"	
JW	A25	WO	00/060516			04/01/1999	"	
JW	A26	WO	00/038088			12/22/1998	"	
JW	A27	WO	00/017794			09/23/1998	"	
JW	A28	WO	09923596			10/31/1997	"	
JW	A29	WO	09920013			10/09/1997	"	
JW	A30	WO	09913438			09/05/1997	"	

Examiner Signature	James W. MYHRE	Date Considered	8/18/04
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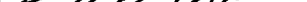
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				Attorney Docket Number	24349.010
Sheet	4	of	13		

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		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
	F8	EP	01931631.4		NO REFERENCE SUBMITTED	04/20/2000		
	F9	EP	01936266.5		" "	04/20/2000		
	F10	EP	01923103.4		" "	04/06/2000		
	F11	EP	00983805.3		" "	11/30/1999		
	F12	EP	01902216.0		" "	02/01/2000		
	F13	EP	00904904.7		" "	10/27/1999		
	F14	EP	00903303.7		" "	12/09/1999		
	F15	EP	00946844.0		" "	06/23/1999		
	F16	EP	00916740.6		" "	02/05/1999		
	F17	EP	00938340.7		" "	06/30/1999		

Examiner Signature	 James W. Myhr	Date Considered	8/18/04
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Sheet	5	of	13		

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		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
<i>gm</i>	F18	EP	01306375.5			07/26/2000	<i>ABSTRACT</i>	
<i>gm</i>	F19	EP	00828373.0		<i>NO REFERENCE SUBMITTED</i>	04/21/1999		
<i>gm</i>	F20	EP	99960731.0		<i>NO REFERENCE SUBMITTED</i>	12/22/1998		
<i>gm</i>	F21	EP	01105584.5			03/27/2000	<i>ABSTRACT</i>	
<i>gm</i>	F22	EP	01101464.4			02/02/2000	<i>"</i>	
<i>gm</i>	F23	EP	99954810.4		<i>NO REFERENCE SUBMITTED</i>	09/23/1998		
<i>gm</i>	F24	EP	98046685.7		<i>NO REFERENCE SUBMITTED</i>	09/16/1998		
<i>gm</i>	F25	GB	03016839			07/20/2000	<i>ABSTRACT</i>	
<i>gm</i>	F26	GB	02131738		<i>NO REFERENCE SUBMITTED</i>	12/09/1999		
<i>gm</i>	F27	GB	01190164			08/03/2000	<i>ABSTRACT</i>	

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			Application Number	09/714,857	
Sheet	11	of	13	Filing Date	November 16, 2000
				First Named Inventor	Jansen, et al.
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OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS			
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Jm		A8. Hong, Jae-Young, et al., "Design and Implementation of the System Provide of the Loyalty Service for Electronic Commerce", Journal of KISS: Computing Practices, vol. 6, no. 3, June, 2000, pp 348-355. <i>ABSTRACT ONLY</i>	
Jm		A9. Leinwand, A., "A Distributed-Star Overnet for Global Business Applications", IEEE Globecom, 8-12 Nov. 1998, vol. 2, 1998, pp 1291-1295. <i>ABSTRACT ONLY</i>	
Jm		A10. Munger, S., "Leveraging New Technology to Build Brand Loyalty", Direct Marketing, vol. 59, no. 8, December, 1996, pp 60-68. <i>ABSTRACT ONLY</i>	
Jm	✓	B1. Hamstra, Mark, "MemberWorks Invests \$50 Million to Move Club Business to the Internet Annotated Title-MemberWorks Inc. to Invest Over \$50 Mil in Next 6 Quarters to Shift Much of its Membership-club Business to the Internet", DM News, vol. 22, no. 10, March 13, 2000, p 34.	
Jm		B2. "MyPoints Signs Two Promotions Pacts", DM News, vol. 21, no. 46, December 13, 1999, p 1.	
Jm	✓	C1. Beardi, Cara, "Carlson Brings Loyalty Program to the Internet", Advertising Age, vol. 71, no. 36, August 28, 2000, p 33.	
Jm		C2. Goldie-Scol, Duncan, "MasterCard Turns Beenz into Money – A new Reward Card is to be Launched", Financial News, May 15, 2000.	
Jm		C3. Hein, Kenneth, "FunnyMoney.com Enters the Loyalty Points Arena", iMarketing News, vol. 2, no. 17, May 1, 2000, p 35.	
Jm		C4. Hein, Kenneth, "Shakeout Begins in Loyalty Points Arena", iMarketing News, vol. 2, no. 16, April 24, 2000, p 6.	
Jm		C5. Hein, Kenneth, "Online Loyalty Points Provider Makes Move Offline", iMarketing News, vol. 2, no. 9, March 6, 2000.	
Jm		C6. Hein, Kenneth, "Sportcut.com Pays eBucks for Visits", iMarketing News, vol. 2, no. 1, January 10, 2000, p 12.	

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet

12

of

13

### Complete if Known

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Jm		C7. Judge, Debra, "Loyal to a Point", Internet World, December 1, 1999.	
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Jm		C9. Oberndorf, Shannon, "Points for Loyalty", Catalog Age, vol. 14, no. 13, December, 1997, pp 35, 38.	
Jm		✓ D1. Neel, K.C., "CNN Piles on the Miles", Cable World, col. 12, no. 44, October 30, 2000, p 32.	
Jm		D2. "Developing Payments Loyalty", Electronic Payments International, October 31, 1999, p 13.	
Jm		D3. "U.S. Loyalty Programs Goes Online With British Telecom", Euromarketing via E-mail, vol. III, no. 7, November 12, 1999.	
Jm		D4. "Netcentives (NNM:NCNT)", The IPO Reporter, November 15, 1999.	
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Jm		D6. "Netcentive Network", Customer Loyalty Today, vol. 6, no. 6, June, 1999, p 6.	
Jm		D7. Turcsik, Richard, "Up, Up and Away", Brandmarketing, vol. VI, no. 4, May, 1999, p 46.	
Jm		D8. "Internet Marketing Concepts Patented", San Jose Mercury News, August 27, 1998.	

Examiner  
Signature

James W. Myhre

Date  
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Jm		D9. "Wells Fargo Joins Internet Sales Program", American Banker, vol. CLXII, no. 194, October 8, 1997, p 21.	
Jm		D10. "Web Incentive Program Wins Clout with Airline Alliances", Advertising Age, vol. 68, no. 39, September 29, 1997, p 43.	
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Jm		D16. "Netcentives Powers Latin American Loyalty Network", PR Newswire, September 13, 2000.	
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Jm		D18. "Netcentives Professional Services (NPS) Develops Customer Relationship Management System for Insurance Marketing Group", PR Newswire, December 29, 1999, p. 2235.	

Examiner Signature	James W. MYHRE	Date Considered	8/18/04
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<sup>1</sup>EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Unique citation designation number. <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

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